



Trends Help

TRENDS

Where Trends data comes from

Google Trends data is an unbiased sample of Google search data. Only a percentage of searches are used to compile Trends data.

- **Real time data** is a random sample of searches from the last seven days.
- **Non-real time data** is a random sample of Google search data that can be pulled from as far back as 2004 and up to 36 hours prior to your search.

Once the search data is collected, we categorize it, connect it to a topic, and remove any personal information.

Data that is excluded

- **Searches made by very few people:** Trends only shows data for popular terms, so search terms with low volume appear as 0.
- **Duplicate searches:** Trends eliminates repeated searches from the same person over a short period of time.
- **Special characters:** Trends filters out queries with apostrophes and other special characters.

**Affidavit
Exhibit A**

Share this:

Help

[The homepage explained](#)

[How Trends data is adjusted](#)

[Where Trends data comes from](#)

[Find more details about a story or topic](#)

[Trending Searches explained](#)

[Trends Top Charts explained](#)

[Troubleshooting](#)



Expand your business reach

Watch free tutorials on topics from social media to search engines and beyond. Start building your skills with [The Digital Garage](#)